

Study of the Prosperous Pedati Cooperative Administration Service System One-Stop Administration System Office Makassar city

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ABSTRACT

Basically every human being needs service, it can be said that service cannot be separated from human life. This study aims (1) to find out the description of the cooperative administrative service system for the Prosperous Peddler Cooperative in Samsat Makassar City. (2) To analyze the factors that support and hinder the administrative service system for the welfare cooperative cooperative in the Samsat city of Makassar. The type of research used is qualitative with data collection techniques through observations, interviews, and documentation with data analysis using data reduction techniques, data presentation, and drawing conclusions. The results of the study explain that the administrative service system in an institution, especially in the welfare cooperative, of course, the main concern is human resources. To provide services to consumers, reliability and professionalism in providing a service quickly, accurately and satisfactorily are needed in order to create customer satisfaction.

Keywords: System, service, cooperative administration.

INTRODUCTION

The development of cooperatives in the dimension of national development based on a populist economic system is not only aimed at reducing the problem of income disparities between groups and between actors, or the application of manpower, more than that the development of cooperatives is expected to be able to broaden the economic base and can contribute to accelerating structural changes, namely by increasing the regional economy, and national economic resilience (Oktaviana, 2013; Sucipto, 2021). The growth of cooperatives in various sectors should be able to implement and develop initiatives from all related parties, especially those related to aspects of creating investment and a conducive business climate, harmonious cooperation and synergy between the government, the business world and society at the central, provincial and district levels or city (Hosekini, 2015; Nuralim et al., 2018).

In a cooperative must have cooperative service is the service quality criterion that most impresses customers, namely the empathetic attitude of service personnel who always have a high level of attendance at service times (Hellyana, 2013; Widiati, 2017). This means that customers expect the presence of management members and cooperative employees, on time. So that customers do not wait too long to buy and receive services from the cooperative in the office.

Service is defined as a service provider (serving). Basically every human being needs service, it can be said that service cannot be separated from human life (Mukarom & Laksana, 2018; Susanti et al., 2016). Service is a form of service provided by the bureaucracy or government to the community (Arhas et al., 2022; Niswaty et al., 2019; Rahman et al., 2022). Its implementation is intended to meet the needs in accordance with the wishes and expectations

of the community. The implementation of professional services is a shared responsibility between the government and the community, because getting satisfactory service is a community right that must be fulfilled by the government.

Satisfaction with service is a key factor for business success in an increasingly fierce competitive climate. Therefore customer satisfaction is very important in maintaining and gaining the full trust of consumers. As for the characteristics of good service driven by several supporting factors that directly influence the quality of services provided, namely: a). Human actors who provide these services, b). The factor of the availability of facilities and infrastructure that supports the speed, accuracy and accuracy of work.

Sometimes in cooperatives there are problems that are a little complicated. Service problems in cooperatives are usually caused by the lack of commitment from members in carrying out existing services to achieve a goal, due to busyness in seeking each other's benefits. Management and employees jointly or replace each other - become active organizational actors, and become administrators and employees in serving cooperative members. Such a situation of replacing one another often occurs in the practice of cooperative management in Indonesia. The performance of management and employees has an impact on the satisfaction of parties related to cooperative development, including members as owners and beneficiaries, the government as coaches and business partners who act as suppliers, distributors, producers, funders and so on. The phenomenon of changing business paradigms and business organizations in general has led to the importance of changing the vision of cooperative organizations.

In its implementation, cooperatives must apply cooperative values and principles in the context of improving service quality and consumer satisfaction. This is very necessary because it reflects the characteristics of the cooperative itself in facing competition from companies that have the same field/business as cooperatives. Although all have the same goal, namely to satisfy consumers with excellent service quality, cooperatives as institutions that have businesses so that the characteristics or characteristics of these cooperatives can be seen.

The service process for cooperative One-Stop Administration Systems (Samsat) is basically complicated. Therefore, the cooperative at the Makassar City Samsat Office has developed its system in order to improve service to co-op members. At this time all members from various circles want a service that is easy, fast and not complicated. Of course, quality improvement is what needs to be a top priority and must be endeavored, for the fulfillment of services to members or the public, it is the duty and responsibility of the government to provide them in a professional, accountable and optimal manner. Optimal service is the hope of all members and the public to create quality service better.

METHODS

The research was conducted at the Makassar City SAMSAT office: JL. Pajjaiang, Sudiang Raya, Biringkanaya District, Makassar City, South Sulawesi. By using qualitative research methods. The informants in this study were employees and cooperative members at the Samsat office in Makassar. In this study the determination of informants selected by purposive sampling is a sampling technique of data sources with certain considerations and objectives.

In collecting data, the author first approaches the problem to be discussed by taking various methods that are tailored to the needs of the researchers themselves, namely by using the data collection method of field research, while the techniques used are: observation method,

interview method and documentation (Sugiyono, 2018). Furthermore, the data analysis techniques used are: data reduction, data presentation and drawing conclusions (Miles et al., 2014).

RESULTS AND DISCUSSION

Product

The product is not the main cause in determining the big profits in a business. In order to increase profits, we must consider what products will be sold. The more people are interested in and need products and services, the more products and services are provided to consumers. Products and services made by a company are something that consumers are interested in and need (Sofjan, 2008). Whoever buys will continue to take advantage of the products made by a company because the market is not always focused on one or two consumers who have the same needs. But the market is considered as a place to get all consumer needs. In addition, the product also has various brands according to the needs of consumers. When the researchers conducted observations and in-depth interviews with informants regarding the products available at the Prosperous Peedati Cooperative in the Makassar City Samsat Office, this shows that consumers will buy goods that they really need that are related to the administration in the Makassar City Samsat Office. As stated by Pak Ashari, "we always provide the best service for consumers and provide products that are really needed by consumers." (10 December 2021).

Price

Prices must be in accordance with the quality and brand of the product in order to attract customer interest by using an odd price strategy, discount prices, performance prices or price leadership. Maybe we can carry out a discount discount strategy by giving discounts to increase product or service sales and buyers. even interested in buying a product especially with a fairly high discount. As stated by Mrs. Ila that: "the prices of products and services that are usually offered to consumers usually get a discount when there is an abolition of tax fines at the Makassar City Samsat office." (interview December 10, 2021).

The place

Place can be interpreted as a place of service, related to where the company has to pack up and carry out its activities. Determining a place of business is very important because in general people must be familiar with the business we are running and we will also get more turnover than the average turnover, especially in strategic places of business. The more businesses that are around us, the more consumers who come will be crowded. The place chosen is certainly easy to reach by the public, has a parking lot so visitors will not hesitate to leave their vehicle in the parking lot. In choosing a place, it must be a place that is truly strategically located so that it is quickly known and recognized by many people and can attract the attention of consumers. As stated by kak sari that: "in doing a business place is also very important to build a business. I see people who have all the affairs that exist in the Samsat office will come to the Pedati Sejahtera Cooperative to settle their affairs, this cooperative is also the only cooperative in the Samsat office in Makassar city. (interview December 11, 2021).

Promotion

With promotions, we can increase sales. Promotion can affect consumers or people who want to be far from the point of sale and can introduce goods or services to be marketed and can also communicate and can create a new atmosphere where consumers must be willing to have the product they choose or like and also provide information that is introduced to consumers in order to attract consumer interest. As explained by Mrs. Eka that: "The promotion carried out by the Prosperous Peedati Cooperative apart from word of mouth, employee to employee, employee to the community is also carried out through social media. (interview December 12, 2021).

Person

Human resources are one of the main factors in supporting success in business, therefore it is not surprising if a company or agency chooses people who work in it who have good abilities and talents according to the existing topoxy. (Busro, 2018; Edison et al., 2016). As stated by Mr. Arifin that: "all members of the Peadati Sejahtera cooperative are still active employees of Bappenda, if they are outside of that they are not allowed to work, and all officers are obliged to assist with services as long as it does not violate the cooperative code of ethics". (interview December 13, 2021).

Process

Process refers more to how the company flows, procedures, or mechanisms in providing products or services. This process applies from the first time the customer recognizes the product until it makes a purchase. As Sutrisno said: "Service completion is very good, in accordance with existing procedures, as well as good and careful service because employees really take care of service to their customers." (interview December 13, 2021).

Physical View

Consumers or customers when they first get to know a product will pay attention to the appearance of the packaging first before the contents of the product. That is why a physical appearance with attractive visuals can affect an increase in business sales. Not only in products in the form of goods, the visuals of the design or interior of a business place will also affect the feelings of customers who come. A comfortable and pleasant atmosphere certainly provides a positive experience and can be a plus. As stated by Mr. Asmar Jaya that: "The capacity of the room and the waiting room area in the Kedati Sejahtera cooperative are very suitable for consumers besides that the waiting room itself is equipped with air conditioning, so the comfort for taxpayers is very good, and also the availability of additional facilities such as prayer rooms and toilets . (interview December 14, 2021).

Supporting factors

1). The rule factor is an important device in all actions, actions to regulate everything in the organization. In the Pedati Sejahtera Cooperative, the regulatory factors that are applied are about authority and time discipline as well as work discipline which will greatly affect consumer service. 2). Organizational factors of service organizations both in the form of

structures and mechanisms that will play a role in good service quality, the Prosperous Pedati Cooperative in carrying out its service processes starting from Systems, Procedures and Methods. 3). Factors of service facilities, namely all forms of equipment and facilities that support the service process in the Prosperous Cooperative, starting from work facilities and service facilities. 4). Ability and skill factors are prioritized in service at the Prosperous Pedicab Cooperative with the various abilities possessed by employees so as to produce high quality work results.

Obstacle factor

The inhibiting factors for the services of the Prosperous Pedicab cooperative include the lack of responsible personnel resources, lack of awareness of their duties and functions. From the consumer aspect, consumers tend to be apathetic. This causes service providers to also be unable to maximize services.

CONCLUSION

Based on the results of the research and discussion that has been carried out regarding the Study of the Prosperous Pedati Cooperative Administration System at the Samsat Office of Makassar City, the following conclusions can be drawn: The Prosperous Pedati Cooperative is currently a cooperative headquartered at Bapenda South Sulawesi and has 544 members consisting of 494 organic employees and non-organic as many as 50 people. In the 2020 financial year, the cooperative has distributed the remaining operating results (SHU) of IDR 1,662,268,984. In providing services to its members, the KPRI Pedati Sejahtera Cooperative relies on its own capital without loans from outside parties. This can be achieved because of the participation of members who are always on time to fulfill their obligations. The cooperative's income from business for the 2020 fiscal year is IDR 4,175,116,060 consisting of savings and loans of IDR 2,017,000.

The administrative service system in an institution, especially in the welfare cooperative, of course, the main concern is human resources. In providing services to consumers, reliability and professionalism in providing a service immediately, accurately and satisfactorily are needed in order to create customer satisfaction.

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